CONTENTS

Introduction v

Contents ix

Section 1. Overview of Current Status of E-Business 1

Chapter 1 Overview-Part I: Foundation of E-business and E-business Technologies
   Jun Xu and Mohammed Quaddus 3

Chapter 2 Overview-Part II: B2C, B2B and Other Types of E-business
   Jun Xu and Mohammed Quaddus 35

Section 2. Studies of E-Business Issues and Challenges 63

Chapter 3 Factors Influencing Online Auction Adoption: A China Study
   Mohammed Quaddus and Jun Xu 65

Chapter 4 Factors Influencing Online Advertising: A National Survey Among Small & Medium Enterprises in Australia
   Jan Heiligtag, Jun Xu and Mohammed Quaddus 97

Chapter 5 E-learning in Emerging Countries: Case Studies of Republic of Tunisia, the Kingdom of Saudi Arabia, and People’s Democratic Republic of Algeria
   Imed Ben Dhaou and Foudil Adbessemed 155
Chapter 6  Consumers' Adoption of Electronic Ticketing: An Application in the Air Travel Industry in Tunisia  
*Anis Allagui and Mohamed Slim Ben Mimoun*

Chapter 7  Success Factors of E-tailing: A China Study  
*Weibing Xuan, Jun Xu and Mohammed Quaddus*

Chapter 8  A Framework for Business-to-Business E-commerce Evaluation Challenges and Critical Success Factors  
*Chad Lin and Yu-An Huang*

Chapter 9  The Diffusion of Web 2.0 Platforms: The Problem of Oscillating Degrees of Utilization  
*Tobias Kollmann, Christoph Stöckmann and Carsten Schröer*

Chapter 10  Application of Wireless Technologies in Mobile Business  
*Xiangzhu Gao*

Chapter 11  Theories and Factors Affecting Electronic Commerce Adoption in Small and Medium Enterprises (SMEs): A Review  
*Sabah Al-Somali, Roya Gholami and Ben Clegg*

Chapter 12  Factors of Commercial Website Success in Small and Medium Enterprises: An Indonesian Study  
*Vera Pujani, Jun Xu and Mohammed Quaddus*

Chapter 13  E-commerce Adoption in Small Enterprises: An Australian Study  
*Jahjah Hallal, Jun Xu and Mohammed Quaddus*
Contents

Section 3. Outlook of E-Business 395

Chapter 14 Future of E-business, Success Factors and E-business Opportunities 397
   Jun Xu and Mohammed Quaddus

Chapter 15 Achieving Sustainable E-business Success: 415
   Development and Application of a Model of E-business Adoption, Success and Sustainable Success
   Jun Xu and Mohammed Quaddus